

# Enterprise Solutions

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## URL:

<http://www.utah.gov>

## Agencies Involved

Chief Information Officer's Office  
Governor's Office  
Utah Interactive, LLC

## Utah.Gov

### Target Customers

Citizens and businesses of Utah as well as those Web surfers seeking more information about Utah.

### Application Description

#### Service overview

Utah Interactive's strategy for 2005 was to expand both the content and functionality of Utah.Gov because Utah.Gov has become the primary way citizens and businesses interact with state government. To this end, Utah.Gov introduced a new, modern look for 2005 along with several key new features—including new infrastructure—designed to help users more quickly and easily access the information and services they need.

For 2005, Utah.Gov offered its constituents nine special interest portals including:

- iGov.Utah.Gov—An electronic democracy portal that aggregates content related to understanding government, participating in government, and elections/voting into one, easy-to-find place.
- News.Utah.Gov—A dynamic news portal that uses RSS technology to gather government news from state and federal sources and allows users to subscribe to a personalized set of news feeds from a single location. News.Utah.Gov includes a tool, similar to a Web blog, that allows state agency Public Information Officers (PIOs) to post their own press releases directly to the news portal.
- HelpYourNeighbor.Utah.Gov—Born in response to the Asian tsunami disaster, Help Your Neighbor is a first of its kind volunteer resource portal that spans the state enterprise. Aptly named, the Help Your Neighbor portal organizes content into two different areas—Emergency Preparedness & Prevention and Traditional Community Service—with the goal of educating users about available opportunities and connecting them to regional volunteer centers.

To house these new content areas, Utah.Gov rolled out a new look on May 31, 2005. This new look maintains a very similar design so as to not confuse our customers. Left-hand primary navigation, links to popular online services in the middle of the page, and a Utah-specific header all remain intact, but with an updated look.

### Benefits to users

Using the Internet to interact with government is fast becoming the preferred mode of communication for Utahns.

### Positioning statement

Get online, not in line.

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## Application Metrics

Transaction numbers

- Utah.Gov processed 2.4 million transactions in 2004 and experienced over 17 million visits.

## Testimonials / Success Stories

From Andrew:

“I would like to commend the State of Utah for what it has done with online registrations throughout the state. From fishing and hunting licenses; to vehicle, boat, and RV registration; to business registration. The State of Utah is producing a first rate online presence.”

## Past Marketing & Promotional Initiatives

In June 2003 Utah.gov held a press event with the governor, discussing the changes and new features on the redesigned portal, including 24/7 Live Help, the Business portal, and OneStop Business Registration. During the press event Utah Interactive staff handed out Utah.gov lapel pins, a special keepsake for the audience. In conjunction with the press event, Utah Interactive sent out both a press release and a backgrounder on the new Utah.gov; The Salt Lake Tribune, The Deseret News, the Center for Digital Government, Government Technology magazine, national online news, local television and radio news all ran stories on Utah.gov.

Additionally, Utah Interactive provides Utah.gov give-a-ways (including magnets, badge holders, and lapel pins) for events, tradeshow and government offices.

Furthermore, every time Utah.Gov—or an application on Utah.Gov—wins an award, UI sends out an official “Utah.Gov” press release, announcing the award. Occasionally, the Trib or Deseret News will pick up the release; Internet news sites always pick up Utah.Gov releases.

## Planned Marketing & Promotional Initiatives

Press releases as needed.